

In response to how WLUK-TV serves the "local public interest" of NE Wisconsin, following are several initiatives that we undertake that are designed to greatly serve the people served by us.1. First and foremost, we produce 6 hours of local news, weather and sports each weekday. We produce an hour on Saturday and 2 hours on Sunday. We commit to spending over \$2.5 million annually in order to provide this service. We employ close to 80 people who are associated with producing and presenting our local news product.

2. Our station, in conjunction with the Wisconsin Broadcasters Assoc, has carried live senatorial debates in prime time, and we provide comprehensive coverage of all political races currently going on.

3. We consider the programming content of our station. Having been raised in Green Bay, I know that this area is more traditional and conservative. For this reason, we air Little House on the Prairie every day from 1-2pm. We also carry Magnum PI from 12-1pm. We recognize that it is better to broadcast high quality programs like this rather than many of the available talk shows. Shocking viewers with low brow programs is not something we do.

4. Our morning news show which airs for 4 hours daily is devoted to highlighting numerous local activities and organizations. We regularly feature local artists, musicians, civic leaders and health care professionals. Our intent in being local for 4 hours each morning is to focus on local content.

5. Since our image is "Breaking News and Severe weather" we put great emphasis in providing comprehensive coverage of important breaking news and severe weather. Both our content and our capital equipment support this drive. We are prepared to go live at any time during a 24 hour period. We also are a part of the "Amber Alert" system here in NE Wisconsin and have already triggered the crawl twice.

6. Our annual events that are targeted to enhancing the quality of life in NE Wisconsin include "The Best of Class" which recognizes close to 100 high school valedictorians. We salute each of them, show them on the air and provide a great day of fun for them. "The Golden Apples" salutes the best teachers in NE Wisconsin. This is done in conjunction with the Green Bay Chamber of Commerce, and includes a 1 hour prime time special where we salute each teacher. "Packers Family Night" gives 60,000 non-season ticket holders a chance to go see the Packers play. A ticket is 8 bucks, and families have a ball. "Coats for Kids" raises close to 10,000 coats for needy children each year. And we are proud to say that we are the longest running station of the "MDA Telethon" in the country. Hundreds of thousands of dollars are generated each year for the MDA. We are keenly aware of our responsibility to our local market. We know that to be the "overall favorite station in NE Wisconsin," we need to provide news, public affairs and entertainment that the people want.